MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BAC2694 – MANAGEMENT CONSULTANCY

(All sections/Groups)

12 JULY 2023
9.00 AM – 12.00 PM
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **2** pages excluding the cover page with **4** questions only.
2. Answer **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

(a) Consulting can be defined as a helping relationship provided based upon expertise and experience. List three (3) examples of consulting help.

(3 marks)

(b) Collaborative relationship requires the collaboration between client and consultant in exchange of information, knowledge, ideas, and competence. Explain FIVE (5) reasons why a collaborative relationship is important in consulting process.

(10 marks)

(c) Schein (1997) points out that any helping or change process always has a target or a client. In the consulting process, a client could be a number of individuals who are interrelated to each other. Discuss SIX (6) types of clients who are usually involved in the consulting process.

(12 marks)

(Total: 25 marks)

QUESTION 2

Consulting has special training and development requirements that are additional to whatever a new consultant may have learned at university, business school, and former jobs.

Required:

(a) Identify and describe THREE (3) basic components of the training and development program in consulting.

(13 marks)

(b) Explain FOUR (4) reasons why a training and development program is available to a new consultant.

(12 marks)

(Total: 25 marks)

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QUESTION 3

A preliminary problem diagnosis is a useful way of ensuring the proposal will deliver the client's requirements. The purpose of the preliminary problem diagnosis is not to propose measures for solving the problem, but to define and plan a consulting assignment or project which will have the effect.

Required:

(a) Explain when the preliminary problem diagnosis is to be done. (3 marks)

(b) Differentiate between preliminary problem diagnosis and diagnosis process. (10 marks)

(c) As a consultant, discuss **FOUR (4)** methodologies you will use to carry out the preliminary problem diagnosis. (12 marks)

(Total: 25 marks)

QUESTION 4

Knowledge is the main resource and is considered the main asset of a consulting firm. The consulting firm is among the organisations that must have knowledge management program.

(a) Discuss FIVE (5) reasons why knowledge management is important in consulting. (15 marks)

(b) Suggest FIVE (5) knowledge management practices that can be implemented by consulting firms to manage and maintain knowledge in their firms. (10 marks)

(Total: 25 marks)

End of Paper.